



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION



**Advisory No. 247 s, 2024**  
**October 22, 2024**

In compliance with DepEd Order No. 8, s. 2013  
This Advisory is issued not for endorsement per DO 28, s. 2001,  
but for the information of DepEd officials,  
personnel, as well as the concerned public.  
(visit [www.deped.gov.ph](http://www.deped.gov.ph))

**Asian Festival of Children's Content Circle Philippines**  
**(AFCC Circle Philippines)**

The International Board on Books for Young People-Philippines (IBBY-PH) will conduct the Asian Festival of Children's Content Circle Philippines on November 21-23, 2024 at Baguio City Convention Center, with the theme **"Curiosity"**.

Librarians, Teachers and information professionals are invited to attend on this activity, subject to approval of the respective authorities.

Participation of learners, teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order no. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance.

For more information, please contact:

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Doc. Ref. Code	RO-ORD-F001	Rev	00
Effectivity	01.26.23	Page	1 of 1



October 20, 2024

**HON. JOCELYN DR ANDAYA**  
**Office of the Regional Director**  
**Department of Education**  
**Misamis St., Bago Bantay, Quezon City**



Dear Director Andaya:,

I hope this letter finds you well. We are excited to announce that the **Asian Festival of Children's Content Circle Philippines (AFCC Circle Philippines)** will be held in **Baguio City** from **November 21 to 23, 2024**, as part of the **Ibagiw Creative Festival**. This event is organized by the International Board on Books for Young People-Philippines (IBBY-PH) in collaboration with esteemed partners, including the National Book Development Board, National Library of the Philippines, Singapore Book Council, UNESCO National Commission, and the Creative Baguio City Council.

AFCC Circle Philippines is committed to advancing the creation and appreciation of high-quality children's literature across the Philippines and Asia, with a focus on supporting reading education and literacy. This year's theme, "**Curiosity**," reflects our mission to cultivate a love for reading and lifelong learning. The festival will bring together authors, illustrators, publishers, educators, librarians, and reading advocates to explore strategies for promoting literacy and effective reading practices.

We respectfully seek the endorsement of DepEd NCR in encouraging teachers and librarians to attend this impactful event. AFCC Circle Philippines offers a valuable opportunity for educators to connect with industry leaders, discover fresh literacy strategies, and gain insights that can be integrated into classroom and library settings.

The registration fee is Php 1,000.00, which includes conference kits and meals, while transportation and accommodation costs will be borne by the participants. Enclosed is a draft program for your review, and we encourage you to share this opportunity with your network.

Thank you for your commitment to advancing literacy and promoting a love for reading among students. We look forward to DepEd NCR's support and the participation of your dedicated educators at AFCC Circle Philippines.

Sincerely,

Kristine E. Mandigma  
President  
IBBY Philippines

**Asian Festival of Children's Content (AFCC) Circle Philippines**  
**November 21 to 23, 2024**  
**Baguio City Convention Center**



Theme: Curiosity!

Region/Culture of Focus: Cordillera

Conference Objectives:

- **Inspire Curiosity:** Equip attendees with creative strategies to nurture curiosity in children, encouraging exploration and imagination through diverse content.
- **Enhance Literacy:** Provide practical tools to help children become enthusiastic, lifelong readers, while promoting literacy as a key to personal and cultural development.
- **Build Community:** Foster a network of educators, parents, and literacy advocates, along with creative city representatives, to collaborate in promoting children's literacy through curiosity, creativity, and cultural exchange.

The Asian Festival of Children's Content (AFCC) is the leading festival in Asia for children's stories and young adult (YA) fiction. Targeted at writers, illustrators, translators, publishers, educators and media professionals, AFCC offers a series of exciting programmes, including panel discussions, presentations, workshops, lectures, masterclasses, networking sessions and public programmes that promote the creation and appreciation of quality children's literature and YA with a focus on Asian themes.

The AFCC Circle is an initiative by the Asian Festival of Children's Content (AFCC) with the goal of developing a literary network across Southeast Asia (SEA). It seeks to promote and enhance cross-cultural collaborations among literary and publishing organizations within the children's book industry, while fostering exchanges among writers, translators, illustrators and publishers in the SEA region. The AFCC Circle is co-organised by the Singapore Book Council (SBC) in partnership with a local organization in each participating country.

The inaugural edition of the AFCC Circle Philippines was held from November 15 to 17, 2023, in Manila with the theme "Read!" Building on its success, the second year of the Asian Festival of Children's Content (AFCC) Circle Philippines will take place from November 21 to 23, 2024, at the Baguio City Convention Center, with the theme "Curiosity!" This year's region and culture of focus is the Cordillera, with Baguio, recognized as a UNESCO Creative City, serving as the perfect setting to celebrate creativity, cultural heritage, and storytelling in children's content.

**Registration Fee: Php 1,000.00**

\*does not include transportation and accommodation

**PROGRAM (as of October 24, 2024)**

**November 21, 2024 - Thursday (Day 1) - Baguio City Convention Center**



8:00 to 9:00 AM - Registration and Opening of Bookstore

9:00 AM        Opening Program  
                  Prayer  
                  Philippine National Anthem  
                  Opening Number  
                  Welcome Remarks  
                  Messages

9:30 AM        Guest Speaker: **Kidlat Tahimik**, National Artist for Film

**"Nurturing the Indigenous Imagination: Cultivating Curiosity Through Stories"**  
Drawing from his rich experience in storytelling, film, and cultural preservation, National Artist Kidlat Tahimik discusses how indigenous narratives and traditional forms of play can inspire curiosity in children.

10:00 AM        **"Building a Country of Literature: Collaborative Pathways to Strengthening the Philippine Literary Ecosystem"** (panel)

This panel will explore how the academe, government agencies, and private institutions can work together to cultivate a robust literary culture in the Philippines. The discussion would cover initiatives for promoting reading among all age groups, enhancing literacy programs, supporting local authors and publishers, integrating literature into the educational system, and preserving and promoting Filipino literary heritage.

10:45 AM        **"Creating Lifelong Readers: Cultivating Curiosity and Building Communities to Sustain Children's Reading Habits"** (panel)

Daniel Lorenzo Mariano, Readership Development Division, NBDB  
Gabe Mercado, Executive Director, VIVITA Philippines  
Ningning Doble, President, LINKS PH  
Rajee Florido, UNACOM (moderator)

This panel will focus on the critical role that communities play in nurturing and sustaining children's reading habits. It will explore strategies for engaging teachers, parents, educators, libraries, and local organizations in collaborative efforts to create supportive reading environments for children. The discussion will also cover how communities can foster a culture of reading in and outside the classroom, ensuring that children develop a lifelong love for books.



11:30 AM Book Launches

12:00 PM Lunch Break

1:00 PM **"Bridging Cultures: The Role of Children's Content in Shaping a Shared Asian Identity** (panel)  
Melanie Lee, Children's book author, Singapore Book Council  
Professor Anna Christie V. Torres, UP Baguio  
Professor Junley L. Lazaga, UP Baguio  
William Phuan, SBC (moderator)

This panel will explore how children's content from the Philippines and other Asian countries contributes to the formation of a shared cultural identity across the region. By examining stories, themes, and characters that resonate with young audiences throughout Asia, the discussion will highlight the ways in which children's content can foster mutual understanding, respect, and a sense of belonging among diverse cultures.

1:45 PM **Lecture: The Co-optation of Indigenous Literature into Children's Literature**  
Ms. Christine Bellen-Ang, educator and children's book author

The talk explores the process of co-opting or incorporating indigenous literature into the realm of children's literature. It will examine how stories, wisdom, and traditions from indigenous communities become part of children's books, and how this contributes to shaping young readers' awareness of their cultural roots. The talk will also delve into the challenges and responsibilities faced by writers in adapting indigenous literature, ensuring cultural authenticity while making it accessible to a broader audience.

2:30 PM **"Authenticity and Empowerment: Stories from the Cordillera and the Indigenous Representation in Children's Literature"** (panel)  
Luchie Maranan, writer  
Heather Ann Pulido, educator and children's book author  
Tor Sagud, illustrator and writer  
Lioba Asia Piluden, educator and writer (moderator)

This panel will delve into the rich tapestry of children's stories from the Cordillera region, highlighting the unique cultural narratives, folklore, and traditions that shape the identity of the highlands. Panelists will explore how these stories serve as a vehicle for preserving indigenous knowledge and values while fostering a deep sense of place and identity among young readers. The discussion will also address the challenges and opportunities in adapting these traditional stories for contemporary audiences, ensuring they remain relevant and engaging for today's children. Through this exploration, the panel will emphasize the importance of preserving and sharing

Cordilleran stories as a vital part of the Philippines' literary and cultural heritage. This panel provides a platform for Indigenous voices to discuss the challenges and opportunities in reshaping how their cultures are shared with young readers.



3:15 PM

Break

3:30 PM

**"Shaping Tomorrow's Stories: Digital and Sustainable Trends in Children's Book Illustration"** (panel)

Tor Sagud, President, Studio Sagud

Angelica Mae Olli

Glenn Urbano, President, Apex Academy Corporation

Niño Jose Seryosa, School Director, Cordillera School of Digital Arts, Inc.

In an era where children's book illustration is evolving at the intersection of digital innovation and sustainability, illustrators face new challenges and opportunities. This panel features Baguio-based artists who are pushing the boundaries of visual storytelling for young audiences. Each brings a unique perspective on how digital tools and sustainable practices are reshaping their creative process, as well as how these trends influence the broader landscape of children's literature. From incorporating technology into their artwork to using eco-conscious materials, these trailblazing illustrators will share their insights on how they are adapting to the future of children's book illustrations while preserving the heart and soul of their craft. Attendees will discover how these innovators are contributing to a more creative, accessible, and environmentally responsible industry, and how illustrators can lead the way in shaping tomorrow's stories

4:15 PM

**Keynote: Fostering Creativity and Cultural Exchange: The Role of UNESCO Creative Cities in Shaping the Future of Children's Content**

This keynote will explore how UNESCO Creative Cities foster creativity and cultural exchange, shaping the landscape of children's content. It will highlight how cities recognized for their creative innovation play a crucial role in developing diverse, inclusive, and culturally rich narratives for children. Through collaboration and shared best practices, these cities help cultivate young readers' imaginations while promoting global understanding and cultural dialogue in children's literature and media.

5:00 PM

Closing of Day 1

**November 22, 2024 - Friday (Day 2)**

8:00 AM

Registration



- 8:30 AM **Engaging Young Readers: Creative Strategies to Connect Students with Literature**  
Melanie Lee, Children's book author (Singapore)  
The celebrated children's book author explores the power of storytelling, creative activities, and collaborative learning techniques that ignite imagination and deepen understanding of texts. This engaging session focuses on innovative strategies to connect young learners with literature. With practical tools for fostering curiosity and critical thinking, this session empowers educators to create an inclusive reading environment that resonates with diverse learners.
- 9:45 AM **The Creative Process: Conversation between Quek Hong Shin (illustrator) and Eugene Evasco (author)**  
Join award-winning children's book author Eugene Evasco and acclaimed illustrator Quek Hong Shin as they share the stage to discuss the intricacies of their creative process. This conversation delves into how a writer and an illustrator collaborate to bring stories to life for young readers.
- 10:30 AM **Using the Power of Stories to Teach Literacy Skills**  
Bea Mandapat  
This session will provide the audience with insights into how storytelling can be leveraged as a transformative tool in literacy education, equipping them with the inspiration and practical strategies needed to make learning come alive through the power of stories.
- 11:15 AM **Igniting Imagination: Bringing Curiosity to Life Through Design Thinking**  
Rich Rodriguez  
This session will explore how Design Thinking—a creative problem-solving approach—can be used to nurture curiosity and innovation in children. The discussion will focus on how educators, content creators, reading advocates, and even parents can apply Design Thinking principles to develop engaging and educational content that sparks children's imaginations.
- 12:00 PM Lunch Break

**Workshop Sessions:**

1:00 to 3:00 PM **Parallel Workshops 1 to 4**



1. **Getting the Community to Advocate: Building, Implementing, & Sustaining a Reading Program**  
Ningning Doble, LINKS Philippines

A successful reading program goes beyond the classroom—it requires the support and active participation of the community. This workshop focuses on how to engage key stakeholders such as parents, local organizations, businesses, and policymakers to build, implement, and sustain a long-lasting reading program. By fostering a sense of shared responsibility and advocacy, communities can become powerful partners in promoting literacy and a culture of reading.

2. **Picture this: Transforming your stories into visual narratives (An illustration Workshop)**  
Quek Hong Shin

Multi-awarded writer and illustrator Quek Hong Shin welcomes you to the world of picture books, where stories are told with vivid illustrations and minimal text. He will share tips and techniques on writing descriptive scenes, bringing characters to life, creating immersive story backdrops, and seeing things from different perspectives. There will be hands-on activities such as character design and sketching of thumbnails for storyboards. This workshop is for writers or artists who are interested in the usage of sequential art to tell stories that engage young readers.

3. **"Unlocking Curiosity: Crafting Interactive Stories with Endless Possibilities" (A Storytelling Workshop)**

This topic emphasizes the idea of storytelling as a tool to fuel curiosity, encouraging participants to create dynamic, engaging narratives that keep audiences invested through decision-making and exploration.

4. **Cordillera Dances: An Immersive Experience**  
UP Baguio Committee on Culture and the Arts

This session invites participants to dive into the vibrant cultural heritage of the Cordillera region through its traditional dances. This session not only teaches the steps and rhythms but also connects attendees with the stories and values passed down through generations. By immersing in the movements and meanings of Cordillera dance, participants will gain a deeper understanding of how indigenous cultures inspire creativity and storytelling, perfectly aligning



with the theme of fostering curiosity and cultural appreciation in children's content.



3:00 to  
5:00 PM

#### **Parallel Workshops 5 to 6**

##### **5. Visual and Material Culture as Basis of Children's Illustration**

Danielle Florendo, Children's book illustrator

Visual and material culture provide insights into how people express themselves, communicate, and interact with their environments and each other. They play a crucial role in shaping cultural narratives and understanding social dynamics. In this workshop, participants will examine how visual and material culture affects children's illustrations. By understanding how these illustrations are influenced by their cultural backgrounds, artists, educators, and illustrators can improve their work and better engage young readers.

##### **6. The Power of Curiosity: Turning Ideas into Impact with Design Thinking**

Rich Rodriguez

Curiosity is a powerful driver of creativity and innovation, especially in the fields of education, writing, and illustration. In this interactive workshop, teachers, authors, and illustrators will learn how to harness the power of curiosity to generate impactful ideas and solutions using the Design Thinking process.

#### **November 23, 2024 - Saturday (Day 3)**

8:00 AM      Registration

8:30 AM      **Early Explicit Literacy Instruction: Laying the Foundation for Lifelong Learning**  
(lecture)

Establishing a robust early literacy program in Key Stage 1 (KS1), particularly for Grades 1 to 3, is essential for laying a solid foundation for students to develop advanced literacy skills. During these critical years, young learners acquire fundamental language and reading abilities that set the stage for future academic success. This keynote will highlight the importance of a strong early literacy program in nurturing key skills such as phonological awareness, vocabulary development, and comprehension strategies. These foundational skills are vital for proficient reading and writing in later grades.

10:00 AM

**Applying the Bahay-bahayan System and Philosophy in Reading Appreciation for Children: Gamification and Participatory Learning (Lecture and Workshop)**

Kate de Jesus and Gian de Jesus, University of the Philippines at Los Baños



In this dynamic session, we explore the innovative integration of the Bahay-bahayan system and philosophy into children's reading appreciation through gamification and participatory learning. The Bahay-bahayan, a traditional Filipino play system, fosters imaginative play and social interaction, making it an ideal framework for enhancing literacy and engagement among young readers. Participants will discover how this system can be applied to create interactive reading experiences that not only captivate children's imaginations but also encourage critical thinking and collaborative learning. By incorporating gamified elements, such as storytelling challenges, role-playing, and interactive activities, we can transform reading into a lively and engaging adventure that resonates with children.

11:00 AM

**Weaving Stories of Empowerment: Lessons from the UP Baguio Creative Arts, Culture, and Writing (CACAW) Experience and Istoryaan: Ugnayan ng Pahinungod (Panel)**

Rai Aldrin Salvador, Director of Cordillera Writing Workshop  
Frederick Aquino, UP Pahinungod  
John Rey Dave Aquino, UP Baguio

This session highlights the transformative power of storytelling and volunteerism in empowering youth. Drawing from the UP Baguio CACAW initiative, attendees will explore how creative arts and writing programs nurture the creativity and cultural heritage of Baguio's young writers. Through success stories from CACAW participants, we will see how this initiative has shaped their identities and aspirations. Additionally, "Istoryaan: Ugnayan ng Pahinungod" showcases how storytelling is integrated into community-building efforts, fostering a culture of volunteerism and engaging children and youth in meaningful, impactful ways. Participants will leave inspired with practical strategies to foster creativity, resilience, and community engagement in young people.

11:45 AM

Synthesis  
Closing

12:00 PM

Lunch

#END#